



Data and Privacy File Guides

Apple Media Services: Subscription State Life Cycle

July 2025

File name Subscription State Life Cycle.csv

File description This file contains information related to the user's subscription state history.

Why Apple keeps this information Apple retains this information in order to maintain and improve associated products and services.

Field Name	Details
Agreement Number	The identifier of the agreement of the subscription that was purchased
App Name	The name of the application from which the subscription was purchased
Apple Account Number	The Apple Account identifying number
Auto Renew Failure Reason	The reason for the subscription auto renew failure
Automatic Renewal?	Whether the user has set the subscription to automatically renew (1) or not (0)
Billing Information ID	Identifying number for the user's billing information
Bundle Item Description	The name of the purchased subscription bundle
Bundle Subscription Type	The type of subscription bundle associated with the user's subscription (e.g., Family, Apple One Premier)
Campaign Name	The attributed promotion for the subscription
Cancellation Type	Type of subscription cancellation
Channel Name	Channel that facilitated the subscription purchase (e.g., Direct, CIP Carrier, CIP MVPD, GooglePlay, AmazonIAP)
Channel Partner Product Code	The product code of for channel partners that provides Apple services bundled into a partner plan
Container Name	Name for the subscription's parent app
Container Reference Number	Identifier for the subscription's parent app
Content Type	The type of purchased subscription
Country Code	The country code from which the subscription was purchased
Currency Code	The currency code in which the subscription was purchased
Device Details	The device, operating system, and browser from which the subscription was purchased
Device Identifier	The identifier for the user's device from which the subscription was purchased

Field Name	Details
Discount Qualifying Item Reference Number	Subscription identifying number(s) which enabled discounted pricing
Expiration Reason	The reason for the subscription expiration
Family ID For iCloud Family	A unique identifier associated with a user's Family Sharing group
Funding Type	Whether the subscription promotion redeemed by the user was funded by Apple, a third party partner, or a mixed model
Host App Name	When an event occurs within an application context embedded in another application (e.g., an App Store sheet within Settings), the name of the application that hosted the context for the event
Installment Number	The payment installment number for the latest payment for the subscription
Introductory Subscription Price	The introductory subscription price type
Is Part of Subscription Bundle?	Whether the subscription is part of a subscription bundle
Item Description	The name of the purchased subscription
Item Purchased Date	The date and time on which the item was purchased
Item Reference Number	Subscription identifying number
Last Automatic Renewal Disabled Date	The date and time on which the user last disabled automatic renewal
Last Automatic Renewal Enabled Date	The date and time on which the user last enabled automatic renewal
Offer Mechanic	Denotes the offer type redeemed by the user while purchasing the subscription
Order Number	The transaction's order number
Partner Name	The partner through which the user's subscription was purchased
Payment Method Type	Type of payment method used for the transaction
Payment Type	Payment method used for the transaction
Postal Code	Postal code of the user's billing information
Preferred Account	Identifier of preferred iTunes account for the family member
Previous Subscription State	Previous state of the subscription (e.g, active, expiring, expired)
Product Type	The type of purchased subscription
Purchase Price	Purchase price in the applicable currency, as a decimal number (e.g., 9.99)

Field Name	Details
Retail Channel Code	Apple's retail channel that facilitated the subscription purchase (e.g., AOS, POS)
Seller	Name of the content provider for the purchased subscription
Subscription Discount Period Months	The subscription discount period, in months
Subscription Discount Type	The type of subscription offer
Subscription Event Name	The change in subscription state for which the event record is generated
Subscription Grace Expiry Date	The subscription grace period expiration date
Subscription Renewal Period Type	Type of subscription renewal period (e.g., Monthly, Annual)
Subscription State	Latest state of the subscription (e.g., active, expiring, expired)
Subscription State End Time	End time of the subscription state
Subscription State Start Time	Start time of the subscription state
Subscription Type	The type of subscription (e.g., Family Monthly, Apple One Premier Monthly)
Tax Inclusive Purchase Price	Total purchase price including estimated tax in the applicable currency, as a decimal number (e.g., 9.99)